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Academia.edu utilizes cookies to personalize content and tailor advertisements, thereby enhancing user experience. By utilizing the platform, users consent to information collection via cookies. @inproceedings{Leeuwen2011TheLO, title={The Language of Colour: An introduction}, author={Th. Marius van Leeuwen}, year={2011}, url={ 190854573} } Selected Contents: 1. Introduction 2. Colour Meanings 3. Colour Systems 4. Colour Names 5. A Parametric Theory of Colour 6. Colour in Art and Architecture 7. Colour in Contemporary Life hallidaycentre.cityu.edu.hkMony AlmalechLinguistics2015 This study provides an overview of basic texts on semiotics and semantics of colour, presenting the author's perspective on colour as a communication system. A. AvinaLinguistics, Art2021 Colour holds significant importance in Chinese art, symbolizing values and meanings across various cultural contexts. S. WonBusiness, Engineering2015 Colour serves as a powerful visual cue influencing consumer brand choices, with literature highlighting its significance in design. S. WonS. WestlandBusiness2017 The purpose of this study is to expand existing research on packaging and marketing, focusing on product-specific colour meanings. S. WonS. WestlandBusiness2018 This article investigates the use of colour information in design, generating ideas for a colour tool through face-to-face interviews with senior designers. Christine CalfoglouSpiros PolymerisArt2019 The relationship between visual and verbal elements in conceptual art exemplifies intersemiosis, offering insights into artwork interpretation. Tuomo HiippalaLinguistics2013 This research-in-progress report explores the prototypical structure of tourist brochures as multimodal artefacts, employing a theoretical framework for analysis. C. M. JohannessenLinguistics2018 A Multimodal Social Semiotics approach to graphics is challenged by simplistic texts and limited formal dichotomies, proposing an enhanced inventory for graphic shape features. G. KressTheo van LeeuwenLinguistics2002 This article reviews various approaches to 'grammar' in the context of colour usage, exploring the possibility of extending these principles to culturally produced regularities. P. GärdenforsPhilosophy, Mathematics2000 Conceptual Spaces—The Geometry of Thought is a book by Peter Gärdenfors, detailing the fundamental principles and theories on how beliefs are revised and conceptual thinking works. Meanwhile, Conceptual Metaphor Theory, introduced by George Lakoff and Mark Johnson, provides insights into understanding the intricate workings of human thought through language analysis. Multimodal Discourse, written by Gunther Kress and Theo Van Leeuwen, offers a comprehensive theory on communication in the age of interactive media, shedding light on various forms of expression. Another study focuses on agricultural education, outlining methods for effectively engaging audiences through diverse mediums. Additionally, research in linguistics explores how different languages convey meaning and ideas, emphasizing the need for widespread understanding and application of linguistic principles across cultures.